ESTTA Tracking number:

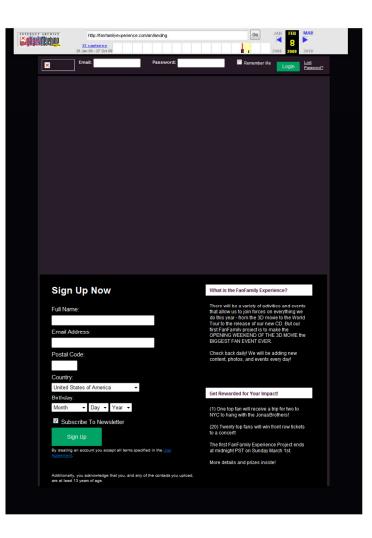
ESTTA398052 03/15/2011

Filing date:

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91198102
Party	Defendant Mobilization Labs, LLC
Correspondence Address	CLIFTON TRAVIS TUNNELL ANDERSON DAILEY LLP 2002 SUMMIT BLVD, SUITE 1250 ATLANTA, GA 30319-6402 UNITED STATES tunnell@andersondailey.com
Submission	Other Motions/Papers
Filer's Name	Clifton Travis Tunnell
Filer's e-mail	tunnell@andersondailey.com
Signature	/Travis Tunnell/
Date	03/15/2011
Attachments	Exhibit 6.pdf ( 5 pages )(1003887 bytes )

# Exhibit 6





## Your Online Community (Click to Exit the Tour)

#### FanFamily Experience provides a whole new way to find others that have similar interests and get more involved together.

#### Control Your Personal Information

Creating a volunteer profile in FanFamily Experience is fast, fun and easy.

Specify your interests, join groups, and share contact information. FanFamily Experience will always keep your personal information private and confidential. You can even post a photo of yourself to add to the fun.

#### Help Increase FanFamily Experience's Online Community

Get your friends and family to join with FanFamily Experience Invitations.

Once these friends accept, they are then connected into your team. Send them messages, view their Personal Impact<sup>TM</sup>, invite them to participate in activities, and much more.

Use FanFamily Experience to stay abreast of the latest efforts on the ground. Read the latest news, view upcoming events, and receive special insider messages.

Next: Your Personal Impact »

© 2009 WeTheCitizens LLC. Patents Pending. User Agreement | Privacy Policy | Tour | Help



## Stand-up and Be Recognized (Click to Exit the Tour)

x screenshot of personal impact bubble x screenshot of impact rankings

## FanFamily Experience is based on a simple belief that you play an important role.

#### A Reflection of Your Impact

Log in to FanFamily Experience and you'll see your Personal Impact<sup>TM</sup> located in the top right. This Personal Impact<sup>TM</sup> reflects your personal contribution of time, effort, and energy. A wide variety of actions help formulate your Personal Impact<sup>TM</sup>, including the number of friends you've invited to join, how much you've spread the word, and much more.

#### Recognition

As your Personal Impact  $^{TM}$  increases, your progress is tracked. You can then see how your impact stacks up against your friends, family, and other members of the community.

« Back: OverviewNext: Your Personal Team »

© 2009 <u>WeTheCitizens LLC</u>. Patents Pending. <u>User Agreement | Privacy Policy | Tour | Help</u>



## Your Personal Team (Click to Exit the Tour)

## Begin building your personal team by inviting your friends to join in the fun. Then encourage those friends to invite their friends.

#### Connect with the Community

With FanFamily Experience, inviting your friends to join has never been easier or more exciting. You can quickly send personalized invitations to all of your friends. As your number of friends grows, so does your Personal Impact<sup>TM</sup>.

#### Mobilize the Community

Once your friend accepts your invite they become members of your team. View your friends' profiles and see their interests. The more involved they become, the more your Personal Impact<sup>TM</sup> grows. As your friends invite their friends, you can browse through the network and see who is connected to whom. You'll be amazed at all the people you can find in your network of friends!

« Back: Your Personal ImpactNext: Events »

© 2009 WeTheCitizens LLC. Patents Pending. User Agreement | Privacy Policy | Tour | Help